


2006 ANNUAL REPORT

A scenic view of Virginia Main Street at sunset. The sky is a mix of orange, yellow, and blue. In the background, there are rolling hills and mountains. A white church steeple is visible on the left. A street lamp with a globe is on the right. A circular logo for 'VIRGINIA MAIN STREET' is overlaid in the bottom center, featuring a blue background with white text and a white building illustration.

 Lynchburg • Manassas • Marion • Martinsville • Orange • Radford • Rocky Mount
South Boston • Staunton • Warrenton • Waynesboro • Winchester • Bedford • Berryville • Culpeper • Danville • Franklin • Harrisonburg • Luray

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Virginia Main Street: There's No Place Like Downtown

Since 1985, Virginia Main Street has been helping localities revitalize their downtown commercial districts using the National Main Street Center's successful Main Street Approach™.

The results have been remarkable — entrepreneurs are opening new businesses and investors are putting their money into once vacant buildings; tourists are visiting new shops and restaurants and residents are enjoying renewed community pride. Thousands of jobs have been created and more than \$433 million in private money has been invested in Virginia's Main Street communities since the program began.



The Main Street Approach™: A Strategy for Success

Addressing more than just appearances is what sets the Main Street Approach™ apart from other attempts at downtown revitalization. A deteriorated and vacant downtown building is a symptom of the loss of downtown's economic viability, not its cause, so a coat of paint alone can't create real downtown revitalization. Communities must work to spark renewed commerce downtown as well as improve its appearance.

The Main Street Approach™ provides a successful mechanism to do that. Each of the Main Street Four Points uses strategies to increase commercial activity or enhance the attractiveness of real estate. With this comprehensive approach, based on the fundamentals of real estate economics, communities now have a proven means to effectively address the complex and changing issues facing the downtown business environment.

The Four Points

Communities develop individual strategies, working in each of the four key, interconnected areas:

Design

Enhancing the unique visual quality of downtown by addressing all design elements to create an appealing environment.

Promotion

Creating and marketing a positive image based on the unique attributes of the downtown district.

Economic Restructuring

Strengthening downtown's existing economic assets and fulfilling its broadest market potential.

Organization

Establishing consensus and cooperation by building effective partnerships among all downtown stakeholders.

The Eight Principles

In addition to the Four Points, successful Main Street efforts follow eight guiding principles.

- Comprehensive Action
- Incremental Progress
- Public-Private Partnerships
- Builds on Existing Assets
- Action-Oriented
- Changing Attitudes
- Quality
- Self-Help

Building Vitality Downtown - Start Today

Don't want to "re-invent the wheel"? Just getting started in revitalization? Looking for help and guidance with revitalization? Virginia Main Street has the information and resources to help.

An initiative of the Virginia Department of Housing and Community Development (DHCD), Virginia Main Street provides valuable, free assistance to train, prepare and support communities. There are options for participation designed to match a community's commitment and readiness.

Cumulative Program Statistics Summary 2006

Program Funding for Main Street

Five Year Leveraging

Ratio of budget to all investment:	\$22.88
Ratio of budget to private investment:	\$12.75
Ratio of budget to public investment:	\$10.12

Value of Volunteers

Estimated market value of time ¹ :	\$7,360,098
Hours contributed since 1997:	401,700

Economic Impacts on Main Street

Created, retained and expanded businesses to date:	4,115
Jobs to date:	11,571
Cost per job 2002-2006	\$4,267

Physical Improvements ²

Private Investment

Cumulative investment to date:	\$433,595,379
Cumulative rehabilitation projects:	5,244
Average investment:	\$82,684

Public Investment

Cumulative investment to date:	\$214,451,912
Cumulative projects:	629
Average investment:	\$340,941

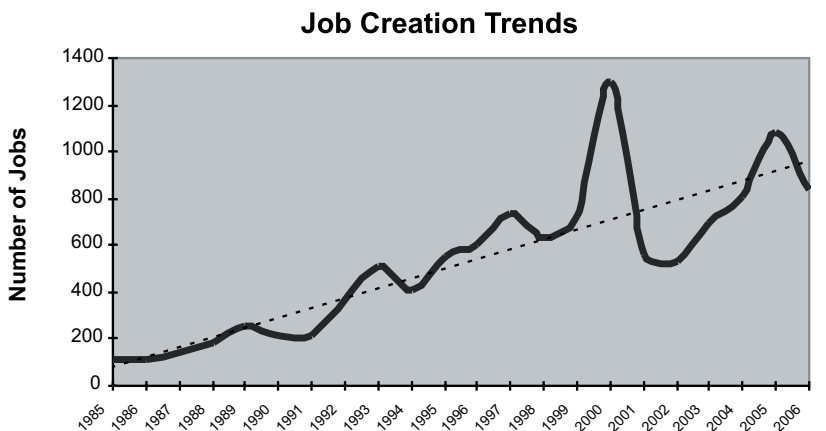
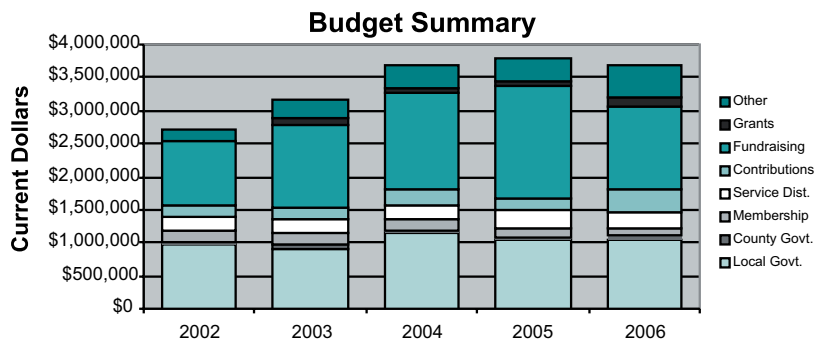
Notes and Sources

All figures are from the Virginia Main Street Database (VMSD) except where noted.

¹ Independent Sector, Giving and Volunteering in the United States, 2005. Independent Sector's value of a volunteer hour is based on annual Bureau of Labor Statistics average hourly wages and increased by 12 percent to account for benefits.

² All monetary figures have been adjusted for inflation using the Consumer Price Index.

In 2006, Virginia Main Street served a total of 74 communities across the state. More than 1,800 downtown professionals, business and property owners, local government officials, and other downtown stakeholders benefited from on-site Main Street services.



In 1980 the National Main Street Center came to life as a result of the National Trust for Historic Preservation's work to stem the loss of significant commercial architecture due to economic decline in America's smaller downtowns. Since that time, nationwide, Main Street communities have generated a remarkable \$32 billion in investment and created net gains of more than 72,000 businesses and 331,420 jobs. Since 1985 in Virginia, this tool has led to:





Virginia Main Street Celebrates Twenty Years

On March 24, 2006 nearly 200 individuals from across the state filled the main ballroom at the newly renovated Stonewall Jackson Hotel & Conference Center in Staunton to celebrate 20 years of the Virginia Main Street (VMS) program.

Starting with just five communities two decades ago, VMS has raised awareness about the importance of downtown to successful community economic development and currently provides services to 19 designated communities and more than 50 Virginia Department of Housing and Community Development (DHCD) Commercial District Affiliates.

In addition to recognizing the achievements of Main Street communities' volunteers, local leaders, local governments and private investors, the awards ceremony also acknowledged VMS founding father John Marles, who passed away suddenly in 2005. In keeping with John Marles' dedication to helping communities succeed, VMS began awarding professional development scholarships in his name in 2006.

The Virginia Main Street Milestone Awards recognize designated Main Street communities for excellence in two categories: amount of private investment dollars and number of volunteer hours contributed toward improving downtown.

Seven communities received awards for the private investment they helped attract to their Main Street districts. They are: Harrisonburg for \$1 million; Berryville for \$10 million; Manassas and Marion for \$20 million; Culpeper and Lynchburg for \$30 million; and Staunton for \$40 million, the most ever achieved by a VMS community.

The eight communities receiving awards for volunteerism were: Luray for 5,000 hours; Radford for 10,000; Harrisonburg for 15,000 hours; Franklin for 20,000 hours; Bedford and Warrenton for 25,000 hours; and Lynchburg for an outstanding 45,000 hours of volunteer service.

According to the 2005 national average, the estimated value of an hour of volunteer time is \$18.04. Each designated Main Street community also received awards for All Star Volunteer, All Star Board Member, All Star Business, All Star Public Improvement Project, and All Star Private Investment Project.

Virginia Main Street's 20 years of building vitality downtown was also recognized with the publication of an extensive six-page article in the September 2006 issue of the National Main Street Center's nationally distributed publication, Main Street News.

Governor Tim Kaine visits three Virginia Main Street Communities in 2006

In the summer of 2006, newly elected Governor Tim Kaine visited three Virginia Main Street communities in as many months. In July, Kaine spent two hours touring downtown Lynchburg. The visit took on a congratulatory tone for Lynch's Landing as they had recently returned from the National Main Street Conference in New Orleans, where they received the prestigious Great American Main Street Award.

"The community has shown an incredible commitment to restoring its downtown area, and truly deserves this national honor," Kaine said.

On August 9, the Governor took a break from his Hampton Roads Cabinet Community Day to stop by the well known local eatery Fred's Restaurant in downtown Franklin. In addition to reminiscing about his visits to the restaurant while on the campaign trail the year before, he viewed a picture display of the 1999 flood and the community's remarkable resurgence after that tragedy.

In September, the Governor visited downtown Marion to tour Main Street and learn about the community's successful revitalization efforts. He was welcomed in front of Marion's cultural anchor, the Lincoln Theatre, and then went just up the street to see the recent \$4.5 million renovation of the historic General Francis Marion Hotel.

The volunteers in Virginia's Main Street communities have worked hard to make their downtown's showplaces. These visits by the Governor are confirmation that their efforts have been successful and are appreciated by all Virginians.



Bedford Main Street, Inc.

Designated 1985

• *Nationally Accredited Main Street Program* •

In 2006, Bedford Main Street focused on further refining and streamlining its already successful efforts. Part of this was a focus on growing and strengthening the committee system by bringing energetic new members on board and planning for committee training in 2007.

Another focus area was improving the overall financial stability of the organization. This was done by striving to make regularly held events more profitable.

Bedford Main Street accomplished this through increased event sponsorships and improved attendance. For example, this year's *Centerfest* was the biggest in its history with more than 25,000 in attendance.

To support downtown businesses during the month of December, Bedford Main



Street offered carriage rides, hot chocolate and music every Friday night. The organization also transformed an empty building into the North Pole, complete with an old fashion Santa, photos, candy, and fun.

In order to better engage the retail community, Bedford Main Street organized a retail merchant task force.

Perhaps the organization's proudest achievement of 2006 was reaching the 35,000 volunteer hour mark. This, more than anything, shows the community's commitment to making downtown Bedford an even more vital and thriving place.

Community Population: 6,299
Staff: One full-time, One part-time
Budget: \$131,400
Phone: (540) 586-2148
www.centertownbedford.com

Berryville Main Street

Designated 1992

• *Nationally Accredited Main Street Program* •

In 2006, Berryville Main Street (BMS) successfully pursued new partnerships, new members, and new board members. And an enhanced newsletter kept members and residents informed about downtown and the hard work of board members, staff and volunteers.

BMS partnered with the Journey Through Hallowed Ground initiative by hosting a lecture and gallery showing in April. However, the highlight of the year was hosting the Virginia Main Street Essentials Training in September.

Along with sponsoring these two events, BMS continued to bring people downtown with established community events such as the weekly *Music in the Park* series, The *Roots of American Music* series, monthly *Main Street Craft Markets*, *Dog Days of Summer*, and Christmas events (*Parking Meters on Parade*, the *Christmas Tree Lighting and Reception*, *Holiday Market*, and *Christmas Caroling*). Also, this year BMS held two open houses to provide a relaxed atmosphere for all to share and exchange ideas about downtown issues.

To spur new membership, the Organization committee created a new Friends membership category that successfully encouraged residents who live in the historic district and elsewhere to support BMS. Additionally, four new innovative and energetic members have joined the board, ensuring 2007 will be a winning year for BMS.



Community Population: 2,963
Staff: One part-time
Budget: \$38,000
Phone: (540) 955-4001
www.berryvillemainstreet.org

Culpeper Renaissance, Inc.

Designated 1988

• *Nationally Accredited Main Street Program* •

Change and growth are the two words that best describe downtown Culpeper in 2006. Change came in the form of eclectic new downtown businesses that appeal to pet and nature lovers, as well as those looking for original fashions and Native American gifts. Growth came with business expansions and new successes from the Economic Restructuring (ER) Committee.

This committee sponsored a Mystery Shopper Campaign that revealed much about the downtown shopping experience. This information will inform the development of upcoming retail-focused workshops. The ER Committee also contracted with Muldrow and Associates to develop a strategic marketing strategy in 2007.

Culpeper Renaissance, Inc. (CRI) contracted with the town to manage the Downtown Farmers Market. After launching a



successful promotion campaign, CRI helped to increase both the number of vendors and shoppers at the market. Because of this success, the market is exploring expansion options.

CRI's special events, the *2006 Summer Concert Series* and the *Second Annual Taste of Culpeper*, exceeded all expectations for attendance and vendor participation. Also, CRI's *Holiday Open House* boosted holiday retail sales and established downtown as the place to shop and dine.

The extraordinary growth of this community brought unprecedented media attention to downtown Culpeper. Southern Living, the Washington Post, the New York Times, national television, National Public Radio and others did various stories on the unique offerings of small town Culpeper.

Community Population: 9,875
Staff: One full-time, Two part-time
Budget: \$189,600
Phone: (540) 825-4416
www.culpeperdowntown.com

Downtown Danville saw significant investment in 2006. In addition to three net new businesses, the city's generous façade grant program incentivized 13 property improvement projects, leveraging more than \$1.8 million in private reinvestment in downtown. All this activity and a terrific incentives program is making Downtown Danville the place to be for developers.

Federal transportation grant funds revamped the city's transportation hub in downtown. This project included 33 new public parking spaces, attractive landscaping and a staffed transfer station for five city buses. Part of the grant helped fund a mural featuring historic trolleys. In order to secure private matching funds for the mural, the Downtown Danville Association (DDA) offered individuals the chance to have their likeness included in the mural for a \$500 donation. The offer was so popular that it had to be capped at six because of the artist's time constraints, but it was a fun and easy way of raising \$3,000.

DDA also put the "fun" back into fundraising with the *Inaugural Celebrity Roast*. Danville Mayor John Hamlin was the good-natured "Roastee" who helped the organization raise more than \$5,000. A silent auction and a live-art auction also supported DDA's fundraising efforts in 2006.



Community Population: 48,411
Staff: Two full-time
Budget: \$83,500
Phone: (434) 791-4470
www.downtown-danville.com

Downtown Franklin Association, Inc. (DFA), which experienced an "up and down" year in 2006 could certainly "blame it on the rain." Many of the scheduled outdoor summer concert events at Barrett's Landing on the Blackwater River were canceled due to rain.

On top of that, the Annual Fall Festival, downtown Franklin's biggest event of the year, scheduled for the first weekend in October, had to be canceled because the Blackwater River flooded downtown. While not as severe as the 1999 flood, the high water did result in the closing of at least three downtown businesses.

However, Franklin is a community known for its resilience, and the community banded together to make many positive things happen in downtown in 2006. As soon as flooding was predicted, DFA volunteers started working the phones and gave at least a 24-hour warning to every business owner in downtown.

Other positive events were a new dance floor installed at Barrett's Landing to enhance participants' experience at the many outdoor music events held there. Main Street and Second Avenue downtown were decorated with 20 crepe myrtle trees in large pots for added scenery.

DFA is particularly proud that it will be receiving the VMS Milestone Award for reaching 25,000 volunteer hours. Since the organization only began tracking volunteer hours in 1997, this figure shows how strong the community's commitment to Main Street is, even after 20 years of involvement as a designated community.

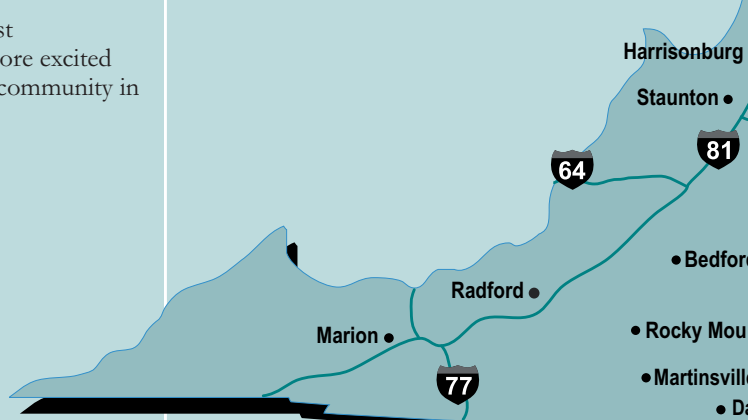
While DFA is proud of its past accomplishments, it is even more excited about what lies ahead for the community in 2007.

Community Population: 8,346
Staff: One full-time, One part-time
Budget: \$150,000
Phone: (757) 562-6900
www.franklinva.com

In 2006, downtown Harrisonburg saw significant growth in downtown housing and the adaptive re-use of historic buildings. An underutilized warehouse was renovated into 32 upscale loft apartments and a restaurant, and currently several property owners are renovating the upper stories of their buildings for additional housing. Harrisonburg Downtown Renaissance (HDR) sponsored three workshops to promote downtown housing to property owners and the public.

A collaborative parking effort between HDR, the city's Economic Development Department, and downtown stakeholders led to the removal of parking meters and the creation of free parking coupled with new, friendlier enforcement.

Retail success and confidence in downtown revitalization was demonstrated by five existing businesses and two nonprofits purchasing their buildings. Interest in ownership of downtown property is at an



Community Population: 40,468
Staff: Two full-time, One part-time
Budget: \$183,800
Phone: (540) 432-8922
www.downtownharrisonburg.org

Downtown Renaissance

Designated 2004

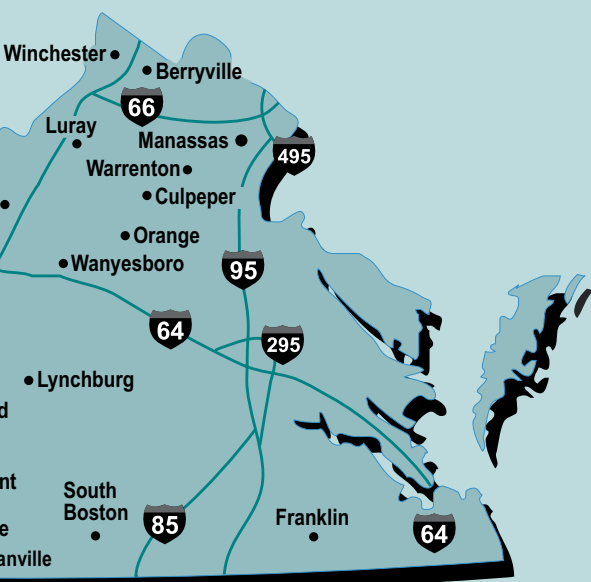
• Main Street Program •

all-time high and the newly formed downtown technology zone has also attracted several new businesses.

The Façade Enhancement Grant program continues to promote improved signage and building façade improvements. New initiatives included a Secret Shopper program, an e-commerce workshop, cooperative advertising campaign, and a dining and shopping guide.

Design projects for downtown included the Blacks Run/Downtown Cleanup Day in the spring, window decorating contests for Independence Day and the holidays, and continued progress on wayfinding signage and streetscape improvement plans. A new bridge over Blacks Run and the completion of two new pocket parks have further enhanced the pedestrian experience downtown.

Downtown events again included the *Museum and Gallery Walks*, *Fridays on the Square*, the *Court Days Festival*, *Valley 4th*, and *Block Party in the 'Burg*. *Halloween on the Square* added wagon rides for children between the downtown area for trick or treating and the Farmers' Market for pumpkin decorating, as well as an evening *Ragtime Ball* for adults. *Holidays on Main Street* included horse and carriage rides, a concert by the Shenandoah Valley Children's Choir, and a new breakfast and photo event with Santa. *Renaissance Night*, HDR's primary fundraising event, generated more than \$31,000 for the organization.



Luray Downtown Initiative

Designated 2004

• Nationally Accredited Main Street Program •

Luray Downtown Initiative (LDI) celebrated a number of successes in 2006. A new LDI Web site is providing a wonderful asset for tourism promotion and communication with stakeholders.

In early spring, flower baskets were placed on the utility poles throughout downtown. In May the *Second Annual Festival of Spring* featured more than 100 craft vendors, food vendors and Virginia wineries. The event filled both East and West Main Streets with an estimated 6,000 people. One week later, the *Evenings on Main* concert series began with its first of four concerts held at a little-known theatre behind Brown's Chinese Restaurant – a downtown favorite. Many residents were quite surprised to find that there was such a large theatre right downtown.



The *4th of July Family Funfest* was a success despite the heat and humidity. The afternoon was filled with entertainment, duck races and many children's activities. The evening ended with a spectacular fireworks display over the Hawksbill Greenway. *September's Cash Party*, LDI's primary fundraising event, was once again sold out. Held at the historic Mimslyn Inn downtown, the night was an overwhelming success, raising more than \$33,000 for LDI. This included seven gold sponsors who made a donation of \$2,500 each.

In commemoration of the 50 years of the O. Winston Link print "Luray Swimming Hole," taken in 1956, LDI recreated the picture naming it "Luray Swimming Hole Revisited 2006." The original photo was auctioned off at the Cash Party. Gary Saylor, a well-known local artist donated a painting of the Hawksbill Greenway and Main Street Bridge. Reproductions were sold all year and the original was also auctioned off at the Cash Party. In October, LDI hosted its final *Evenings on Main* concert series for the year. LDI has had a truly successful year and is looking forward to the same in 2007.

Community Population: 4,879
Staff: One full-time
Budget: \$114,900
Phone: (540) 743-7700
www.luraydowntown.com

Lynch's Landing

Designated 2000

• Nationally Accredited Main Street Program •

Great American Main Street Award 2006

The 2006 AMSA award triggered a flurry of visits from elected officials, the media and investors. Governor Timothy Kaine and Lt. Governor Bill Bolling toured downtown to celebrate the progress. Media coverage

included local news stories, national coverage in several magazines, and even international coverage when Japan's Nikkei Marketing Journal featured downtown Lynchburg on its front page.

In 2006, downtown added 10 new housing units, 14 net new businesses, and experienced a net increase of 50 employees. A significant

milestone resulted when BWXT, one of the world's premier nuclear companies, relocated their corporate headquarters to downtown Lynchburg.

The broad support for downtown revitalization is shown by the 1,500 volunteers who turn out annually for Lynch's Landing activities and who have donated more than 55,500 service hours since 2001. Lynch's Landing's partners include 107 corporations and organizations that reflect the community's diversity.

Together with downtown merchants, these organizations cooperatively marketed the district and hosted 30 special events. The community embraced a new event in 2006 called *Rockin' Into Spring* that featured 20 one-of-a-kind painted rocking chairs displayed on the sidewalk to attract retail shoppers downtown. Since 2001, an estimated 493,000 event attendees have spent more than \$24 million in Lynchburg.

"Winning the Great American Main Street Award is an affirmation that downtown Lynchburg's revitalization efforts are on the right track," said City manager Kimball Payne.

Community Population: 65,269
Staff: Four full-time
Budget: \$1,153,100
Phone: (434) 528-3950
www.downtownlynchburg.com

Historic Manassas, Inc.

Designated 1988

Great American Main Street Award 2003

Historic Old Town Manassas is alive with new energy these days as existing businesses thrive, popular events brings thousands to town, and new housing is expected to bring more life after five to downtown. In 2006 two established downtown business relocated and expanded their operations downtown, broadening their product offerings and restoring beautiful old commercial structures in the process.

Historic Manassas, Inc. (HMI) was proud to bring back the *Manassas Heritage Railway Festival*. HMI expanded the event's focus beyond simply railroads themselves to the many ways this mode of transportation affected turn of the century Manassas, such as creating a thriving dairy industry. This successful event attracted more than 35,000 attendees to downtown.

HMI also held the second annual Manassas Wine Festival to raise money for the Rainbow Therapeutic Equestrian Center, which helps adults and children with physical and mental challenges. While not raising funds for HMI directly, the event did much to raise the awareness and stature of HMI in the community.

In 2006, the construction of nearly 1,000 upscale condominiums downtown was announced and plans for a new five-story parking garage were finalized with groundbreaking planned for spring 2007. The facility will be used by Virginia Railway Express commuters, as well as downtown businesses and shoppers.

Historic Manassas Inc. is planning to reorganize and redefine its mission statement. Five new members will help provide the energy and guidance as the organization moves forward. The organization also plans to take a leading role in the City of Manassas



Community Population: 35,125
Staff: Three full-time
Budget: \$350,900
Phone: (703) 361-6599
www.visitmanassas.org

Marion Downtown Revitalization Association

Designated 1995

• Nationally Accredited Main Street Program •

In 2006, Downtown Marion saw the greatest growth in entertainment and after-hours events in the organization's history. Leading the charge was the grand opening of Capers!, a restaurant located inside the historic General Francis Marion Hotel. Locals Joe and Susie Ellis opened the fine-dining establishment in April.

Marion Downtown Revitalization Association (MDRA) partnered with the Appalachian Spirit Art Gallery to host a series of evening ArtWalks to kick off the new *Second Fridays After Hours* events that ran through December. In July, The Black Rooster Art Gallery, an expansion of the Crossroads Gallery of Richmond, opened just in time for the 20th anniversary of the famous Marion Downtown Chili Championship and *Downtown Days Festival*. Downtown also saw the opening the Lucky Dog Pub in a remodeled convenience store.

The Town of Marion reinvested nearly \$850,000 downtown with the Lee Street project, which replaced an aging bridge and added brick-lined sidewalks to this downtown street.

The Song of the Mountains bluegrass program, taped live at the historic Lincoln Theatre in the heart of downtown Marion, now airs on 50 PBS stations across America.

The General Francis Marion Hotel was awarded the prestigious Three Diamond Award from AAA, and later won accolades from the Virginia Downtown Development Association for Design Project of the Year.

The MDRA continued its popular events: *Luan at the Lake*, the *Shuck 'n' Chuck Oyster* and *Chicken Roast*, and *Launchtime on the Lawn*. New events were a version of Oktoberfest and a New Year's Eve event.

Town council passed an architectural review ordinance and the Downtown Historic Tax Abatement Program, both of which were drafted by MDRA. The powerful tax abatement program provides a valuable incentive for property owners to improve historic, downtown buildings over a 15-year period.

Community Population: 6,349
Staff: One full-time, One part-time
Budget: \$95,600
Phone: (276) 783-4190
www.mariondowntown.org

Martinsville Uptown Revitalization Association

Designated 1995

• Nationally Accredited Main Street Program •

Uptown Martinsville experienced a surge of new energy in 2006. Several adaptive reuse projects are underway or have been completed on Church, Main, Franklin, Jones, and Fayette streets. Much excitement centers on the establishment of the New College Institute; the Martinsville Uptown Revitalization Association (MURA) is helping to secure appropriate facilities.

More than \$19,000 in façade improvement grants were made in 2006, with a continuing stream of new applications in 2007. Two more additions to the Uptown area are the Piedmont Dental Health Foundation's free clinic and the Virginia Museum of Natural History's newly constructed, world-class \$28 million facility. Visitation to the museum is expected to increase to 140,000 people annually.

Three significant projects recently undertaken by MURA are the rejuvenated and expanded Farmers Market, Uptown Window Walk, and the Memorial/Honor Tree Program. In addition to fruits and vegetables, the 2006 Farmers Market has featured increased vendors selling unique items. On selected Saturdays from May to December, visitors have enjoyed live bluegrass and folk music, watched talented artisans demonstrate the art of pottery, and learned from cooking demonstrations and nutrition education programs.

The Uptown Window Walk has transformed vacant storefronts into exhibits of artwork, crafts, and historical interest. The Memorial/Honor Tree Program resulted in the planting of 60 new trees, with 61 more to be planted in the first quarter of 2007. These three projects are soliciting pride and enthusiasm from uptown's existing businesses.

The *TGIF Outdoor Concert Series*, in its twelfth year, continues its success with one event hosting a record-setting 1,500 people. The series made \$50,000 for the organization. MURA held Quarterly Merchant Morning Mixers to keep merchants informed of upcoming events and provide a venue for feedback.

Lastly, in late November, the Harvest Foundation awarded \$16 million for an indoor sports complex to be built in Uptown Martinsville. The community is excited to see what other positive events unfold in uptown in 2007.

Community Population: 15,416
Staff: Two full-time, One part-time
Budget: \$254,000
Phone: (276) 632-5688
www.martinsvilleuptown.net

Orange Downtown Alliance

Designated 1992

• Nationally Accredited Main Street Program •

Downtown Orange's shopping has grown in recent years, a trend that continued in 2006. A law firm moved its main offices to downtown Orange, taking advantage of historic tax credits to renovate a former pool hall. Several new culinary options came to Orange in 2006, including a specialty wine and organic beef shop, a fresh seafood market and restaurant, and a vintage "Lunch Box" restaurant.

The Orange Downtown Alliance (ODA) was pleased to see several national franchises locating in historic buildings downtown, rather than in strip malls. One of the oldest bed and breakfasts in Orange smoothly transitioned ownership with another bed and breakfast anticipated to open in the spring of 2007.

ODA and the Celebrate Orange Committee closed out 2006 with a bang at its first annual *Music on Main Street New Years Eve Celebration*. Orange hosted 18 performers, including Terri Allard and many local musicians, dancers, singers, and artists, all along Main Street at the family friendly event. The evening was capped off by a giant "orange" drop at midnight.

ODA is planning to help the community reap the economic benefits of tourism with the eagerly anticipated reopening of James Madison's Montpelier in early 2007. Much of 2006 has been spent preparing for the expected influx of tourists. ODA and the town are anticipating many visitors to Orange in the coming years and are looking forward to the many exciting new opportunities and initiatives in 2007.



Community Population: 4,123
Staff: One full-time, One part-time
Budget: \$95,500
Phone: (540) 672-2540
www.townoforangeva.org

Main Street Radford, Inc.

Designated 1989

• Nationally Accredited Main Street Program •

Main Street Radford, Inc. (MSR) started 2006 off with some exciting celebrations and festivities. After being recognized for more than 10,000 volunteer hours at the Virginia Main Street Annual Award Ceremony, MSR launched into its second annual St. Patrick's Day Auction. Done in partnership with the American Cancer Society, the event raised more than \$14,000; \$5,200 of which was donated directly to Radford's Relay for Life.

MSR kicked off the ninth season of the Radford Farmers Market with the *Taste of Radford*, a food-focused downtown celebration held on the first Saturday of the market. The farmers market continues to grow with several new craft vendors and additional children's activities added this year.

The Radford After Five concert series has become a summer staple. Starting in June, MSR hosted a monthly beach themed concert downtown. The

September concert served to welcome back Radford University students, while the Celtic-themed October concert coincided with the University's Highlander Festival weekend.

MSR continued to forge community and civic ties in 2006, as well as strengthening the organization's relationships with existing partners such as Radford University. The fruits of these partnerships included sponsorship of 5K runs, internships, and the provision of additional parking in the central business district. Downtown Radford has also witnessed growth in its central business district, with four new independently owned businesses opening there, as well as an Applebee's and CVS.

MSR is looking forward to 2007 as an opportunity to build on the accomplishments of 2006 and to continue with the partnerships and organizational productivity that are helping to bring greater vitality to downtown.



Community Population: 15,859
Staff: One full-time
Budget: \$109,500
Phone: (540) 731-3656
www.mainstreetradford.org

Rocky Mount Community Partnership for Revitalization

Designated 1995

• Nationally Accredited Main Street Program •

Rocky Mount continues to take advantage of its status as the eastern gateway to the Crooked Road Heritage Music Trail. In 2006, the Rocky Mount Community Partnership for Revitalization (CPR) introduced *Footlights of the Blue Ridge*, a heritage music program, on the second and fourth Friday of each month. *Footlights of the Blue Ridge* celebrates the music, art, and lifestyle of southern and southwest Virginia, and highlights local and regional talent.

By creating an atmosphere of excitement downtown through cultural events and partnering with the business community, CPR plans to continue to make Rocky Mount a better place to live, work and play.

The Rocky Mount Community Partnership has agreed to manage the Community & Hospitality Center for Rocky Mount. This long-term contract was negotiated in 2006

and in September, CPR took over the day-to-day operations of the center. Located in the former Norfolk Southern Freight depot, the hospitality center doubles as a visitor resource center and a meeting space for community events. CPR is marketing the facility as a true community venue, and rentals have increased dramatically.

CPR, and indeed the entire Rocky Mount community, are proud of the organization's accomplishments in 2006 and are excited to see what the coming year has in store.



Community Population: 3,989
Staff: One full-time, One part-time
Budget: \$101,600
Phone: (540) 489-3825
www.historicrockymount.com

Destination Downtown South Boston, Inc.

Designated 2004

• Nationally Accredited Main Street Program •

Destination Downtown South Boston, Inc. (DDSB) is proud of its accomplishments in 2006. The Prizery, an \$8 million rehabilitation of a tobacco warehouse into an arts, cultural, and visitors center, won five awards in 2006.

Downtown saw new banners and benches, and a new wayfinding signage program is planned for 2007. Both are outgrowths of a 2005 Virginia Main Street (VMS) sponsored branding charette. Façade design requests were made for 11 downtown buildings, with five renovations already completed.

DDSB's ongoing hanging flower basket program continues to beautify downtown. Other key accomplishments were aiding in the installation of new downtown crosswalks and planning for a downtown mural project.

The town, along with DDSB, has supported the Crossing of the Dan project, an effort to commemorate a major turning point of the Revolutionary War that took place in South Boston. DDSB has also collaborated in sponsoring the National Tobacco Ball, a revival of the significant National Tobacco Festival held in South Boston from 1936 thru 1941.

Other events included the annual Easter 'Eggstravaganza', Christmas Open House and Christmas Parade, which drew more than 7,000 people to downtown. The *Alive After 5* summer concert series and the annual *Southern Heritage Harvest Festival* continue to be significant draws for the community.

South Boston's first downtown guide for the community and visitors was developed and printed this year. DDSB partnered with the local high school to create a new internship program which allows students to earn credit by assisting the organization. DDSB was also proud to host the VMS Summer Toolkit training in July.

2006 saw five new businesses open downtown, as well as the 100th anniversary of a local ladies clothing store. DDSB continues to work with the local higher education and business development centers to sponsor training programs for new and existing businesses.

It has been a good year for downtown South Boston. DDSB plans to build on the accomplishments and use the recommendations provided by their recent organizational assessment from the National Main Street Center and VMS for guidance in their continued growth.

Staunton Downtown Development Association

Designated 1995

• Nationally Accredited Main Street Program •

Great American Main Street Award 2002

The Staunton Downtown Development Association (SDDA) had a productive and challenging year. With committee volunteers hard at work several key projects were completed.

A March stakeholder survey gave tremendous insight into stakeholder expectations and needs, and will help inform the organization's direction and work plans. Also in March, SDDA hosted Virginia Main Street's 20th Anniversary Celebration at the newly renovated Stonewall Jackson Hotel and Conference Center. In September, elections brought six new members to the board, bringing an exciting mix of experience and creativity to the organization. A review of SDDA membership benefits resulted in an improved benefits structure that will be the basis for the upcoming 2007 membership drive.

This year's events included old favorites, the *Christmas Parade* and *Champagne & Chocolates*, and a new event, *Breakfast with Santa at the Stonewall Jackson Hotel and Conference Center*,



which sold out two weeks prior to the event.

The Design Committee completed the Central Avenue Streetscape Plan, the first phase of a major public improvement project that will bring the two diverse sections of the SDDA district closer together. The community was pleased to see business downtown continuing to thrive as 19 new businesses opened or expanded this year, bringing a total of 40 new jobs to the district.

The Partnership for Warrenton Foundation

Designated 1989

Downtown Warrenton is thriving. Over the past 16 years, the Partnership for Warrenton Foundation (PFWF) has worked hard laying the groundwork for downtown revitalization, so it may now take advantage of the Warrenton-region's robust economy. There were no lasting vacancies in downtown in 2006 and many new service-oriented businesses have opened. In addition to this solid economic growth, there were other noteworthy events.

A local developer has purchased an entire block of buildings on Main Street and is following through on his plan to make the entire first floor retail, and put offices on the second floor. This project will include the construction of three to five new retail spaces on an underutilized parking lot.

The Warrenton/Fauquier County visitor's center opened in 2006. This million-dollar facility, built with matching TEA-21 grant funds, also houses offices for the Mosby Museum's staff and a state-of-the-art educational center that seats up to 100 people. Also, the renovation and addition to the historic John Barton Payne Building on Courthouse Square was completed just in time for the PFWF's *Gum Drop Square Christmas* event to be the first tenant. This event, along with the annual *Christmas in Old Town*, brought almost 10,000 people to downtown Warrenton in December. The contribution of more than 1,000 hours by PFWF volunteers helped make this a memorable event for the many children and families who attended.

There are many exciting things happening in Warrenton. The community is reenergized by the efforts of PFWF's board during a time of executive director transition, and they are showing their support with their wallets and their time. The coming year promises to be one of the best years yet for downtown Warrenton and PFWF.



Community Population: 8,353
Staff: One full-time
Budget: \$139,000
Phone: (434) 576-6246
www.downtownsouthboston.com

Community Population: 23,853
Staff: One full-time, One part-time
Budget: \$145,400
Phone: (540) 332-3867
www.stauntondowntown.org

Community Population: 6,536
Staff: One full-time
Budget: \$144,000
Phone: (540) 349-8606
www.historicwarrenton.org

Waynesboro Downtown Development, Inc.

Designated 2000

A number of positive trends for downtown Waynesboro were sustained in 2006. First, Waynesboro Downtown Developments, Inc.'s (WDDI) promotional events continued growing. The annual *Taste of the Town* enjoyed increased attendance, while the inaugural *Main Street Muscle Car Show* featured more than 90 cars and attendance of about 800. Downtown's storefronts continue to be filled by new businesses including: clothing, distressed freight and photography stores, restaurants, and financial and security service providers.

In April, scenes from the upcoming major motion picture *Evan Almighty* (the sequel to *Bruce Almighty*) were filmed along the downtown intersection of Main Street and Wayne Avenue. The filmmakers were taken by the friendliness and authenticity of downtown Waynesboro. The production had a significant, if short lived, impact on some downtown retailers. The coffee shop did record sales and the local bike shop benefited when the film's director decided to buy the entire crew a bike as a gift, purchasing 428 in all.

Physical improvements downtown also continued as the streetscape project on West Main Street neared completion. The project has had a dramatic effect on the look of downtown. Other significant building projects were the completion of renovations for the BB&T building, and the renovation work beginning on the Heritage Museum and the Shenandoah Arts Center.

Despite these positive events, WDDI is most proud of having reached the important milestone of 10,000 volunteer hours contributed to the organization. Volunteers drive all of WDDI's accomplishments and the continued growth of volunteer commitment to the organization bodes well for the future of WDDI and downtown Waynesboro alike.

Community Population: 19,520
Staff: One full-time
Budget: \$78,300
Phone: (540) 942-6705
www.waynesboro.va.us

Winchester Old Town Development Board

Designated 1985

• *Nationally Accredited Main Street Program* •

Old Town Winchester has a deep history. Some would call it life...more than 250 years, to be exact. With life comes an understanding of history, value and quality, where they all come together into a sense of place. Old Town Winchester is a place where deliberate preservation measures, innovative economic development actions, and an enduring commitment by the community for more than a quarter of a century have culminated to bring renewed vibrancy to Winchester's historic downtown.

Old Town Winchester saw the completion of the Town Run Utilities Project, a \$7.7 million dollar investment by the City of Winchester to replace water mains, bury overhead utility lines, and add street pavers and new decorative lights on Boscawen Street. Completion of this project sets the stage for Old Town to move forward in 2007 with launching more streetscape improvement projects.

A restored historic warehouse became the new home to Piccadilly's Brew Pub & Restaurant, a full-service venue that utilizes all of the building's 14,000 square feet. The pub is situated on a block the City of Winchester has improved with Community Development Block Grant funds and is conveniently located next to the future George Washington Hotel, scheduled to open in spring 2007.

A former 1930's butcher shop was renovated to create two corporate studios. The two design businesses that jointly renovated and now occupy the "City Meat Building," relocated from a smaller shared office space because they think it's the best place in Winchester to work.

Inc. Magazine ranked Winchester as one of the most promising small cities for doing business – especially for entrepreneurs. The Daily Grind serves as a testament of the entrepreneurial spirit found here. Throughout the past decade the business has grown from a single store where the owners just wanted to serve good coffee in a friendly atmosphere to a national chain with 86 franchisees and 60 more planned to open in 2007.



Since 1985, Old Town Winchester has seen many contributions, large and small, toward its revitalization success. Each contribution is distinguished as being an integral part in the process of the ever-changing shape

of downtown. Indeed, each contribution is viewed as a milestone, which has laid the groundwork for the remarkable strides Old Town Winchester has realized over the life of the Main Street program. The ongoing success of Old Town Winchester's revitalization is clearly demonstrated in the accomplishments achieved in 2006 and by the investments expected in 2007.

Community Population: 23,585
Staff: One full-time, One part-time
Budget: \$135,000
Phone: (540) 722-7576
www.winchesterva.gov/otdb/

Altavista
Ashland
Blackstone
Boydton
Bristol
Broadway
Brookneal
Buena Vista
Cape Charles
Chatham
Chincoteague
Clifton Forge
Dayton
Edinburg
Elkton
Emporia
Exmore
Fincastle
Floyd
Front Royal
Halifax
Herndon
Hillsville
Independence
Kenbridge
Kilmarnock
La Crosse
Leesburg
Lexington
Loudoun County
Madison
Mathews
Mechanicsville
Mount Jackson
Nelson County
New Market
Onancock
Pearisburg
Pennington Gap
Pulaski
Purcellville
Remington
Richlands
Saltville
Scottsville
Shenandoah
South Hill
Stanardsville
Strasburg
Stuart
Suffolk
Vinton
West Point
Wise
Woodstock

Virginia Main Street

Assists More Downtowns

In 2006, six Virginia communities demonstrated their commitment to downtown revitalization by becoming Virginia Department of Housing and Community Development (DHCD) Commercial District Affiliates. Virginia Main Street (VMS) introduced this category of participation, which provides access to trainings and limited technical assistance, in 2000, and the total number of active affiliates has since grown to 55.

The affiliate option allows the VMS program to share the successful Main Street Approach™ with more communities than just those with Main Street designation. Designation as a VMS community requires a major commitment of financial and human resources that not every community is willing or ready to make. However, any community involved in downtown revitalization, regardless of size or readiness, can benefit greatly from using the time-tested four points of Main Street.

Affiliates learn about the Main Street Four Point Approach™ and develop projects and initiatives to revitalize their downtown that emphasize building on existing assets. A primary benefit of the Commercial District Affiliate program is access to Virginia Main Street's intensive trainings.

The affiliates have responded with tremendous enthusiasm to these workshops with strong attendance at "Main Street Essentials" trainings and the topical trainings held throughout the year.

These trainings give participants the chance to learn directly from state and national experts about the

latest tools and techniques for successful revitalization at a nominal cost. This training, coupled with regular networking with state staff and the staff and board members from designated communities and other affiliates, ensures that communities don't have to reinvent the wheel and can learn best practices for virtually every aspect of downtown development.

Several affiliates have made outstanding progress since joining the program; organizing committees, hiring staff, developing promotional materials, coordinating special events and even undertaking the ever-important market analysis. While not a requirement for designation, working on downtown revitalization as an affiliate helps prepare a community for full designation should they choose to apply during a designation round.

Since VMS will accept up to three new designated communities in 2007, several affiliates began exploring the designation process by visiting other communities, hosting a "What is Main Street?" presentation in their community, and inviting VMS staff to review their proposed Main Street district in advance of the application process.

Virginia communities with pedestrian-oriented commercial districts can become affiliates by completing a brief, noncompetitive application at any time. There is no limit on the number of DHCD Commercial District Affiliates, and the interest in this program continues to increase.

Another successful year of Virginia Main Street trainings

"Very good presentations. Lively and very fun."

"Great value in peer networking."

"The best 75 bucks I've ever spent."

These are just a few of the many positive comments on evaluation forms from Virginia Main Street Trainings in 2006.

One of the important benefits Virginia Main Street provides to designated communities, as well as Virginia Department of Housing and Community Development (DHCD) Commercial District Affiliates, is a training calendar filled with challenging and relevant educational sessions designed to promote continuous learning and networking among communities committed to downtown revitalization.

This year's Main Street Essentials training, held in beautiful and historic downtown Berryville, was particularly well-received. Todd Barmann,

an Economic Restructuring specialist with the National Main Street Center, gave a terrific daylong presentation on how to get this sometimes challenging component of your Main Street efforts off in the right direction. Deb Turcott of New Hampshire Main Street filled the second day event with energetic and informative sessions on attracting volunteers and other organizational topics.

The Summer Toolkit training, which was held in the award winning Prizery building in South Boston, was all about money: financial management, fund development and effective membership campaigns.

Both events met Virginia Main Street goals of providing attendees with top-notch professional development, as well as giving them specific tools they can take back to their communities and begin using immediately. This success, however, would not be possible without the hard work of the host communities and the generosity of local sponsors.

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